

Everybody's
Coming!

Neighborhood

Section

Everything
Is Free!

Torrance Herald

FIFTEENTH YEAR—NO. 32

TORRANCE, CALIF., THURSDAY, AUGUST 8, 1929

Second Section

EAST TORRANCE GALA JUBILEE FRIDAY NIGHT!

PAUL VONDERAHE

INSURANCE
JUST PHONE 64

At 1911 Carson — Just Phone 64

"My Policy is Your Protection"

Agent for National Automobile Club

100% Richfield
and
Richlube

"A Good Gas—A Good Oil"

We Are Proud of the New
Carson Highway

STOP AT

**SCHIPPER'S
SERVICE STATION**

1601 Carson

FREE! FREE!

Attend The Gala Jubilee Friday Night

NEW SERVICE STATION OPEN ON CARSON ST.

C. R. Allen Welcomes Public
To New Station at 1403
Carson Street

C. R. Allen, well known Torrance
automotive man, announces the
opening of the Allen's Service
Station and Garage at 1403 Carson
street, linking his opening with the
re-opening of the new Carson street
paving.

The new automotive company
will handle Firestone Tires, Shell
and Western gasoline, Shell and
Pennsylvania lubricating oils.

Mr. Allen has had a wide
experience in automobile repairing,
having been connected with one
of the leading automobile agencies
of Torrance for the past five years.
He states that he will offer a gen-
eral repairing service, and will
particularly feature battery and
ignition work. The telephone num-
ber of the new company is 548-R.

The new Allen Service Station
is enthusiastic over the gala jubilee
planned for Friday evening to
commemorate the re-opening of
Carson street and the improvement
of the other streets in East Tor-
rance. He extends a cordial in-
vitation to all his friends and the
public to call at his station and
avail themselves of the services
and conveniences available. He
will hold open house Friday eve-
ning.

Mr. and Mrs. Charles LeBoeuf
Roy Berry, Mrs. Barbara Berry,
Mrs. E. H. Poole and Mr. and Mrs.
Harry C. Rocque and family motored
to Point Loma, San Diego,
where they visited the gorgeous
begonia gardens of Mr. V. Robinson,
on Sunday.

We Never Close
24-Hour Tow Car Service
Keystone Garage
21947 Harbor Blvd.
KEYSTONE

FREE BAND CONCERT—DANCING REFRESHMENTS. ALL INVITED

With bands playing, flags waving and dancers swaying
to the lively tunes of a 36-piece band, East Torrance will
announce to the world next Friday evening that Carson
street is open and the quarter-million dollar improvement
of 600 lots in East Torrance is completed.

And EVERYTHING IS FREE! The jubilee party is
sponsored by the Torrance Chamber of Commerce in co-
operation with the Carson street merchants and the public
for miles around have been invited to come and enjoy the
fun. East Torrance merchants will serve refreshments
free of charge, and the American Legion will set up their
hot dog stands. The Torrance Chamber of Commerce have
engaged the Pacific Electric Band of 36 pieces and are
paying other expenses in connection with the celebration.

The parade starts immediately after the ball game at the
Cabrillo avenue lot, where the band will be stationed ready
to begin the march to East Torrance. At the corner of
Carson and Harvard, the parade will halt, and the balance
of the evening's festivities will be held on the smooth pav-
ing of Harvard street.

A short talk will be given by Acting Mayor of Torrance,
G. A. Maxwell, and A. E. "Chick" Henning, councilman of
the 15th district, after which the band will strike up the
lively tunes and the dance will be on. It is planned to con-
tinue the dancing, interspersed by entertainment numbers
until 10 o'clock.

East Torrance has much to be proud of in her fine new
Carson street boulevard and the improvement of thirteen
city blocks of lots, numbering almost 600. A. F. Richard-
son, inspector for the City of Los Angeles stated that the
new pavements were of the very best grade that could be
built. He has been on the ground every minute during the
construction and gives his assurance that the new pavements
will give satisfactory service for many years to come.
He was assisted in his inspection work by H. E. Robinson,
inspector for the Willite Paving Company.

Mr. Richardson said there had been 302,000 square feet
of paving laid, covering almost three miles of streets. The
work was completed on Carson street last Saturday, with
the exception of a short stretch of repairing in the City of
Torrance. The paving on the cross streets was completed
Thursday of this week. All street barriers will be down
and traffic will move freely on all streets for Friday eve-
ning.

The improvement of the 600 East Torrance lots includes
paving, water, sewers, curbs, gas, and electricity, at an ag-
gregate cost of \$256,102.32. This district is considered a
very valuable asset to the City of Torrance, as available
residential lots in Torrance are becoming scarce, and while
the East Torrance district is not within the corporate limits
of the City of Torrance, it opens up a much needed resi-
dential area for employees in the Torrance industries.

The Carson street improvement removes a long stand-
ing bad spot in the main east-west arterial across Los An-
geles county through Torrance. With the extension of
Carson street across the flood control through to the Or-
ange county network of highways already assured, this new
stretch of smooth paving is due to become one of the most
traveled highways in Los Angeles county. It is now the
principal boulevard to Wilmington, Long Beach, and points
in Orange and San Diego counties, connecting with Main
street, Avalon, and Truck boulevards, on the east and with
Redondo and the Santa Monica Bay district on the west.

"Sure Glad Carson St. is Open"
**KEYSTONE MEAT and
GROCERY**
J. R. HILPERT, Prop.
21953 Harbor Blvd.
KEYSTONE

Keystone Feed Co.
We Specialize in
POULTRY FEED
O. L. CALLAN, Prop.
21955 Harbor Blvd.
Phone, Wilmington 8704-J-1

Now!

USE
YOUR
CREDIT

.... A Brand New
Meat Dept.

YOU WILL BE PLEASED WITH OUR

Self-Serve Plan

High Grade Groceries Candies Fresh Fruits Vegetables

Davis Market

OPEN SUNDAY
East Torrance

1639 Carson Street Phone 273-R

PROGRAM

East Torrance
JUBILEE

Friday Evening, August 9

6:30 P.M. Parade forms at Cabrillo Avenue ball park.

IMMEDIATELY AFTER BALL GAME: March to East
Torrance, headed by Pacific Electric Band
of 36 pieces. Everybody fall in line.

7:30 P.M. Band Concert, followed by brief talks by
Acting Mayor of Torrance, G. A. Maxwell,
and A. E. "Chick" Henning, Councilman of
the 15th District.

7:30 to 10:00 P.M. Dance on New Pavement.

Refreshments Furnished by
Carson Street Merchants

Entire Program Sponsored by the Torrance Chamber
of Commerce in the Spirit of Neighborly Friendship.

Schipper's Hold Open House At Service Station

Schipper's Service Station will
hold open-house Friday evening in
helping to celebrate the formal
dedication of Carson street and
the East Torrance improvement
district. Schipper's are one of the
oldest service stations on the
boulevard and are a 100 per cent
Richfield station.

Commenting on the celebration
Friday evening, Mr. Schipper said,
"In Richfield we have a high grade
gasoline, in Richlube we offer a
top quality lubricating oil, and now
we have one of the finest pavements
in Los Angeles county on
which to drive your car over.
We'll be glad to have you avail
yourselves of all the conveniences
of our station at all times."

The Schipper station is located
at 1601 Carson street, near the center
of the newly paved section of
Carson street.

Mr. and Mrs. J. P. Langford and
family of Los Angeles were guests
on Wednesday at the home of Mr.
and Mrs. J. D. Tipton on Amelia
street.

Davis Market Adds Meat Dept. To Grocery Store

A modern meat market has been
installed in the Davis Market at
1639 Carson street, which is op-
erated by Mr. Davis in addition to
the grocery department.

This arrangement now gives Mr.
Davis a complete food service un-
der his own management and he
is anticipating a substantial in-
crease in business with the re-
opening of Carson street and the
improvement of the East Torrance
district.

The Davis Market is cooperating
with the other Carson street mer-
chants in helping to make the
Jubilee Friday evening a grand
success. Mr. Davis and his staff
of food store employees will be on
hand he says to welcome all visi-
tors for the big celebration.

Gordon Martin of Amelia street
is spending the week at the home
of his uncle and aunt, Mr. and Mrs.
Everett Martin at Irvine. Later in
the week his mother, Mrs. Ernest
Martin will motor to Irvine where
she will spend several days.

Ross Barkdull Offers Bargains In New Store

Ross Barkdull opened his com-
plete new meat and grocery market
informally on Monday of this week,
but the real celebration will be
held in conjunction with the East
Torrance Jubilee Friday evening.

Mr. Barkdull has moved his meat
department across the street and
now has a complete food store at
1616 Carson street. Groceries, fruits
and vegetables have been added to
the meat department making a
complete food service.

As a special offering for the
Jubilee, Ross Barkdull has arrang-
ed a group of special bargains,
good Friday, Saturday and Sun-
day, which are advertised on this
page. Ross has made it a prac-
tice to remain open Sundays for
the convenience of his customers.
He's an enthusiastic booster of the
new East Torrance improvement
activities.

5c In Trade on Every
\$1 Purchase
**NEW
ADDITION
OPEN SOON
GROCERIES
AND
SODA FOUNTAIN**

Richfield Economy
Gasoline
Richlube Motor Oils
Tires
Auto Accessories
General Repairing

**P. Deseran
Service Station**
21968 Harbor Blvd.
Cor. of Amelia
KEYSTONE

VIA
The **Carson Highway**

Through East Torrance

The New Location of The
**Ross Barkdull Market Is
1616 CARSON STREET**

OPENING SPECIALS:

Compound, lb.	15c
Pure Lard, lb.	18c
Oleomargarine, Golden West, 2 lbs.	35c
Wisconsin Longhorn Cheese, lb.	35c
Bacon, Cudahy's (by the piece) lb.	35c
Salt Pork, lb.	22c

Fancy & Staple Groceries	Fresh & Smoked Meats	A-1 Vegetables
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Open Sundays

THE
Ross Barkdull Market

ROSS BARKDULL, Prop.
1616 CARSON STREET
Phone 566



FREE

A Quart of Golden Shell Motor Oil
with each 5 Gallons of Gasoline Purchased During
Opening Days

FRIDAY

Aug. 9

AND

SATURDAY

Aug. 10

Garage Service

Expert Mechanical Work and Ignition Work
... will be done here at all times

You will appreciate the low cost besides the
fact that all material used and workmanship done
is guaranteed to your satisfaction.

Drive Out Carson Friday Night and Join the
Happy Crowd

**Allen's Service Station
and Garage**

1403 Carson Street. C. R. ALLEN, Prop. Phone Torrance 548-R